

# CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1. Qualifying Name and Address of Candidate

RELLA ZAPLETAL  
4310 Prytania Street  
New Orleans, LA 70115

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

City Council  
New Orleans  
B

**OFFICE USE ONLY**

**Report Number:** 99506

**Date Filed:** 11/3/2021

**Report Includes Schedules:**

Schedule A-1  
Schedule B  
Schedule E-1

3. Date of Primary 11/13/2021

This report covers from 10/5/2021 through 10/24/2021

4. Type of Report:

180th day prior to primary       40th day after general  
 90th day prior to primary       Annual (future election)  
 30th day prior to primary       Supplemental (past election)  
 10th day prior to primary  
 10th day prior to general       Amendment to prior

5. FINAL REPORT if:

Withdrawn       Filed after the election AND all loans and debts paid  
AND no surplus funds remaining  
 Unopposed

6. Name and Address of Financial Institution  
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all campaign funds.)

IBERIABANK  
3412 St. Charles Avenue  
New Orleans, LA 70115

7. Full Name and Address of Treasurer

9. Name of Person Preparing Report **EVAN J BERGERON**

Daytime Telephone **504-577-2500**

10. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted.

This 3rd day of November, 2021.

Rella Zapletal

Signature of Candidate/Chairperson  
(To be signed by Chairperson *only* if report by principal campaign committee)

504.407.1446

Daytime Telephone

\_\_\_\_\_  
Signature of Treasurer

\_\_\_\_\_  
Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY  
a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

## SUMMARY PAGE

<b>RECEIPTS</b>	This Period
1. Contributions (Schedule A-1)	\$ 3,955.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3a. Campaign paraphernalia sales of \$25 or less	\$ 0.00
3b. Raffle Ticket Sales of \$25 or less	\$ 0.00
<b>4. TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +33a + 3b)	\$ 3,955.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
<b>8. TOTAL RECEIPTS</b> (Lines 4 + 5 + 6 + 7)	\$ 3,955.00

<b>DISBURSEMENTS</b>	This Period
9. Expenditures (Schedule E-1)	\$ 21,421.96
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
<b>13. TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11 + 12)	\$ 21,421.96

<b>FINANCIAL SUMMARY</b>	Amount
14. Funds on hand at beginning of reporting period <small>(Must equal funds on hand at close from last report or -0- if first report for this election)</small>	\$ 145,868.73
15. <i>Plus</i> total receipts this period <small>(Line 8 above)</small>	\$ 3,955.00
16. <i>Less</i> total disbursements this period <small>(Line 13 above)</small>	\$ 21,421.96
17. <i>Less</i> in-kind contributions <small>(Line 2 above)</small>	\$ 0.00
18. Funds on hand at close of reporting period	\$ 128,401.77

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## SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments ( <i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	\$ 0.00

FINANCIAL SUMMARY	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	\$ 0.00
22. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 0.00
23. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1.)	\$ 0.00
24a. Proceeds from the sale of campaign paraphernalia (Total receipts from the sale of campaign paraphernalia reported on Schedule A-1 and line 3a, above.)	\$ 0.00
24b. Proceeds from the sale of raffle tickets (Total receipts from the sale of raffle tickets reported on Schedule A-1 and line 3b above.)	\$ 0.00
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 0.00

SPECIAL TRANSACTIONS - total for the election	This Election
26. Total amount of contributions received from political committees for both the primary and general elections combined since the first report filed for this election.	\$ 1,000.00

NOTICE
<p>The personal use of campaign funds is prohibited.* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.</p> <p>Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c) (3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.</p> <p>*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15, 1988.</p>

## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
JULES CATTIE 1212 Milan Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/22/2021	\$100.00	\$300.00
LOUIS COLLETTA 1032 Constantinople Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/08/2021	\$500.00	\$500.00
JEFFERY COLLINS 1009 Burgundy St New Orleans, LA 70116  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/21/2021	\$50.00	\$50.00
ANNA HERMAN 3863 Morrison Road Utica, MS 39175  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/16/2021	\$180.00	\$180.00
AILEEN KENNEDY-DEEGAN 4510 St. Charles Ave. New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/17/2021	\$25.00	\$25.00
DOUGLAS KRAUS 2366 Chippewa Street New Orleans, LA 70130  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/13/2021	\$100.00	\$100.00
4. SUBTOTAL (this page)		\$955.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		\$0.00	TOTAL (complete only on last page of this schedule)

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## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

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1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
BETTY LAZARUS 4803 Chateau Dr. Metairie, LA 70002  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/07/2021	\$50.00	\$50.00
HARRY LAZARUS 4803 Chateau Dr. Metairie, LA 70002  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/07/2021	\$50.00	\$50.00
MICHAEL MANCUSO 1034 Milan Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/13/2021	\$1,000.00	\$1,000.00
CARLOS MOLINA 1200 Milan Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2021	\$50.00	\$50.00
MARIA MOLINA 1200 Milan Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2021	\$50.00	\$50.00
TARIK SEDKY 1207 Milan Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/09/2021	\$1,000.00	\$1,500.00
4. SUBTOTAL (this page)		\$2,200.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)	\$0.00	TOTAL (complete only on last page of this schedule)	

## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

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1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
LIZBETH TURNER 4225 Coliseum St New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/21/2021	\$100.00	\$100.00
TERRI M VON HOVEN 1113 Marengo St New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/21/2021	\$200.00	\$200.00
THOMAS WESTERVELT 1130 Milan Street New Orleans, LA 70115  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/20/2021	\$500.00	\$500.00
4. SUBTOTAL (this page)		\$800.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 3,955.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		<u>\$0.00</u>	TOTAL (complete only on last page of this schedule) <u>\$ 0.00</u>

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## SCHEDULE B: LOANS RECEIVED

The following information must be provided for each loan or line of credit received this reporting period, even if it has been repaid. Also, complete this schedule for loans received in prior periods that are still outstanding. Separate loans must be reported separately, even if from the same source. Any personal funds a candidate loans to his campaign must be reported on this schedule.

1. Name and address of lender RELLA ZAPLETAL 4310 Prytania Street New Orleans, LA 70115	2. a. Date* <u>6/24/2021</u> b. Interest rate <u>0.00</u> %(a.p.r.) c. Amount borrowed* ..... \$ <u>200,000.00</u> d. Balance due ..... \$ <u>200,000.00</u>  *For lines of credit, give the date the line of credit was first committed at Item 2a and list only the amount actually drawn at Item 2c. OPTIONAL: Total amount of credit available \$ _____						
3. Endorsers/Guarantors	4. Repayments this period <table style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 30%; text-align: center;">Date</th> <th style="width: 40%; text-align: center;">Principal</th> <th style="width: 30%; text-align: center;">Interest</th> </tr> </thead> <tbody> <tr> <td style="height: 30px;"></td> <td></td> <td></td> </tr> </tbody> </table>	Date	Principal	Interest			
Date	Principal	Interest					
(Enter the full name and address of each person or entity that has endorsed, guaranteed or otherwise secured the loan or line of credit. Also, state the amount of liability for each endorser or guarantor.)	(List payments of principal and interest separately. If separate amounts are not known, list all payments under principal.)						

## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
AXIAL MEDIA AND COMMUNICATIONS, LLC 6114 Majestic Ave Oakland, CA 94605	10/08/2021	Field direction and consulting	\$ 3,500.00
AXIAL MEDIA AND COMMUNICATIONS, LLC 6114 Majestic Ave Oakland, CA 94605	10/08/2021	Field direction and consulting	\$ 1,750.00
MAGNOLIA GOVERNMENT STRATEGIES, LLC 200 14th Street New Orleans, LA 70124	10/15/2021	Pro-rata share of printing and postage costs	\$ 500.00
ANEDOT 1340 Poydras Street Suite 1770 New Orleans, LA 70112	10/24/2021	Online contribution processing fees	\$ 152.50
CAPTURE CONNECT MEDIA 1615 Poydras Street Suite 900 New Orleans, LA 70112	10/08/2021	Media consulting	\$ 180.00
CAPTURE CONNECT MEDIA 1615 Poydras Street Suite 900 New Orleans, LA 70112	10/08/2021	Media consulting	\$ 2,800.00
GLASS DOME COMMUNICATIONS 352 Napoleon Street Baton Rouge, LA 70802	10/15/2021	direct mail	\$ 3,600.00
GOOGLE ADS 1600 Ampitheatre Parkway Mountain View, CA 94043	10/13/2021	Digital advertising	\$ 237.44
3. SUBTOTAL (optional)			\$12,719.94
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: EXPENDITURES

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
SHEMIKO JOHNSON 3710 S. Rocheblave Street New Orleans, LA 70125	10/23/2021	Canvassing services	\$ 435.00
SHEMIKO JOHNSON 3710 S. Rocheblave Street New Orleans, LA 70125	10/12/2021	Canvassing services	\$ 172.50
SHEMIKO JOHNSON 3710 S. Rocheblave Street New Orleans, LA 70125	10/16/2021	Canvassing services	\$ 337.50
LAFLEUR PRINTING 11910 Sun Belt Court Suite 2 Baton Rouge, LA 70809	10/09/2021	Campaign material printing	\$ 365.03
MAILCHIMP 675 Ponce de Leon Avenue NE Atlanta, GA 30308	10/12/2021	Email advertising and management	\$ 52.99
NEW HOPE BAPTIST CHURCH 1807 Rev. John Raphael Jr. Way New Orleans, LA 70113	10/10/2021	Charitable contribution	\$ 50.00
DERYL NICHOLAS 3710 S. Rocheblave Street New Orleans, LA 70125	10/16/2021	Canvassing services	\$ 337.50
DERYL NICHOLAS 3710 S. Rocheblave Street New Orleans, LA 70125	10/23/2021	Canvassing services	\$ 435.00
3. SUBTOTAL (optional)			\$2,185.52
4. TOTAL (optional - complete only on last page of this schedule)			

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## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
DERYL NICHOLAS 3710 S. Rocheblave Street New Orleans, LA 70125	10/12/2021	Canvassing services	\$ 172.50
NOLA MESSENGER 4035 Washington Avenue New Orleans, LA 70118	10/07/2021	Digital advertising	\$ 1,820.00
UNITED STATES POSTAL SERVICE 701 Loyola Avenue New Orleans, LA 70113	10/15/2021	Postage for direct mail	\$ 2,024.00
MAGGIE WINDLER 1105 6th Street Springfield, OR 97477	10/08/2021	Social media consultant	\$ 2,500.00
3. SUBTOTAL (optional)			\$6,516.50
4. TOTAL (optional - complete only on last page of this schedule)			\$ 21,421.96

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